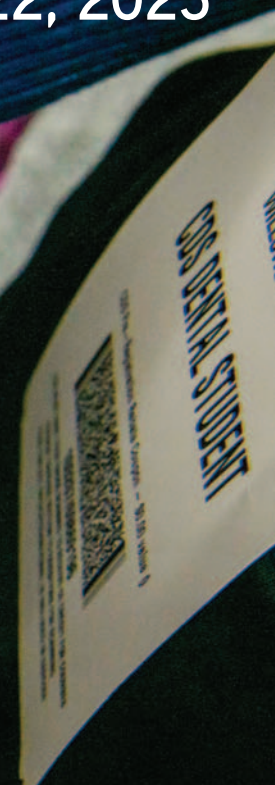


2025 MIDWINTER MEETING Official App Media Kit



CHICAGO DENTAL SOCIETY
THE RESPECTED LEADER IN SCIENTIFIC DENTAL MEETINGSSM

February 20 – 22, 2025



CHICAGO DENTAL SOCIETY MIDWINTER MEETING APP

The Chicago Dental Society Midwinter Meeting™ annually attracts thousands of dental professionals and hundreds of exhibiting companies, making it one of the five best-attended dental meetings in the United States. In 2025, the Midwinter Meeting returns to the McCormick Place West Building for continuing education programs and an expansive commercial exhibition taking place Thursday – Saturday, Feb. 20 – 22.

The 2025 CDS Midwinter Meeting mobile app combines a visually rich interface and industry-leading usability to create an attendee experience that is second to none. The mobile app is becoming the central source for all up-to-date, event-related information for the attendee before, during and after the meeting and is accessible year-round. The app will go live January 2025.

2024 MOBILE METRICS

App available on iOS and Android

Unique App visitors: 10,032 users

Total Screen Views: 2.1 million

Average number of screens viewed per visitor: 204

Average engagement time: 25:19



INTERSTITIAL PAGE

DESCRIPTION

The Interstitial is shown each time the app is launched.

A full-screen ad can be displayed for a specified duration every time the app loads on the user's device. An external website or an embedded video can be launched when the user taps on the app.

A "skip ad" button automatically appears at the center of the ad on the right-hand side of the screen. It will allow users to skip the ad placement if desired.

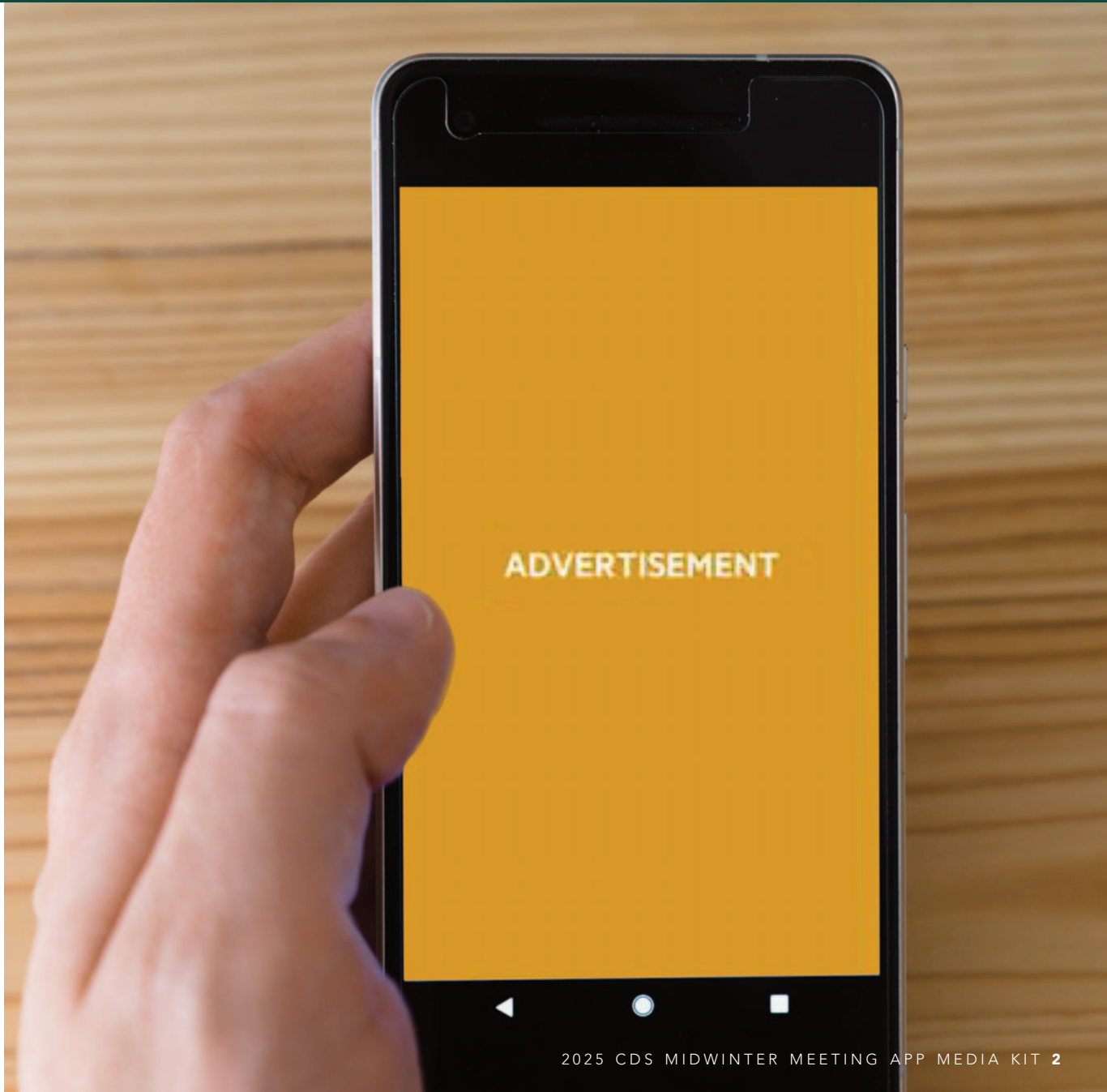
MATERIALS DEADLINE

Jan. 6, 2025

INVESTMENT

Limit: 1 only

Rate: \$6,670



INLINE SCHEDULE PLACEMENTS

DESCRIPTION

Ad image will display in line with the schedule view. Images are dispersed throughout to continuously grab users' attention. Tapping on the ad can link to an external website or linked internally within the app to an Exhibitor profile page. Note that when a user begins to scroll, the banner disappears and reappears at intervals.

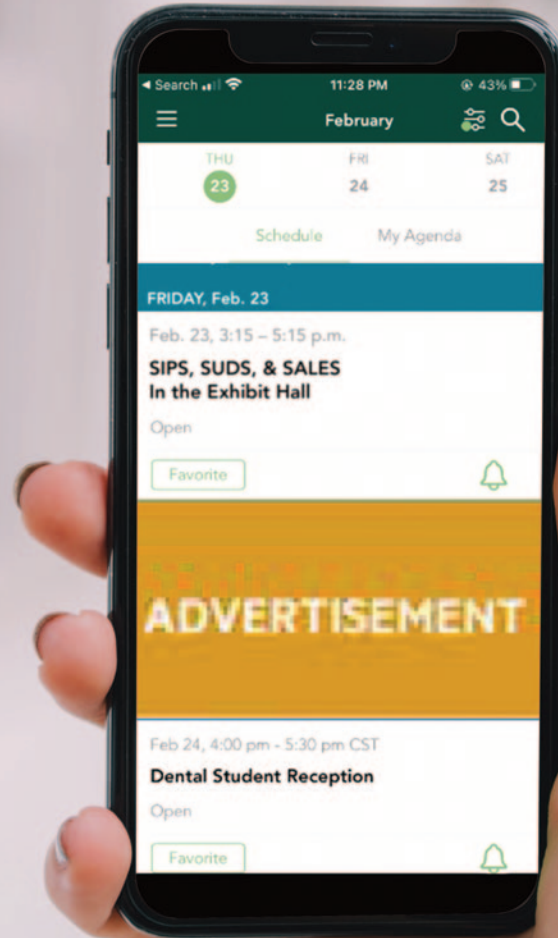
MATERIALS DEADLINE

Jan. 6, 2025

INVESTMENT

Limit: 4-6 in rotation

Rate: \$3,590 each



DISCOVER PAGE FEATURE TILE

DESCRIPTION

Displayed in the middle of the Discover Midwinter home page, the Discover Page Feature Tile provides advertisement exposure on a high-traffic page. Tapping on the banner can launch an external website or deep link to an exhibitor profile page within the mobile app.

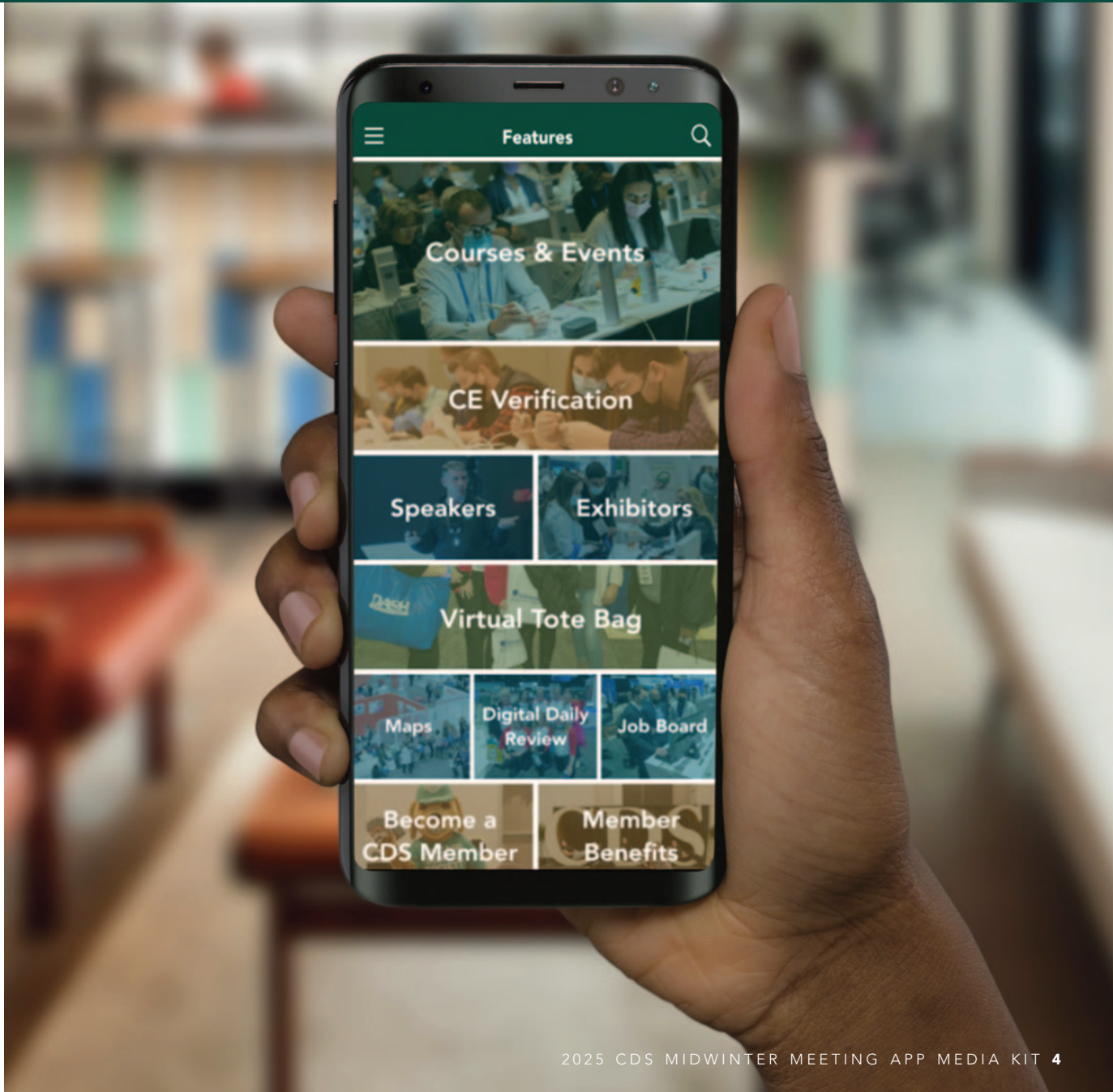
MATERIALS DEADLINE

Jan. 6, 2025

INVESTMENT

Limit: 1 only

Rate: \$4,975



BANNER ADS & LISTINGS

DESCRIPTION

Displayed at the top of the following pages, promotional banners can remain static or rotate through multiple images.

- Attendee list view
- Presenter (speaker, exhibitor) category view
- Presenter (speaker, exhibitor) list view
- My Favorites view

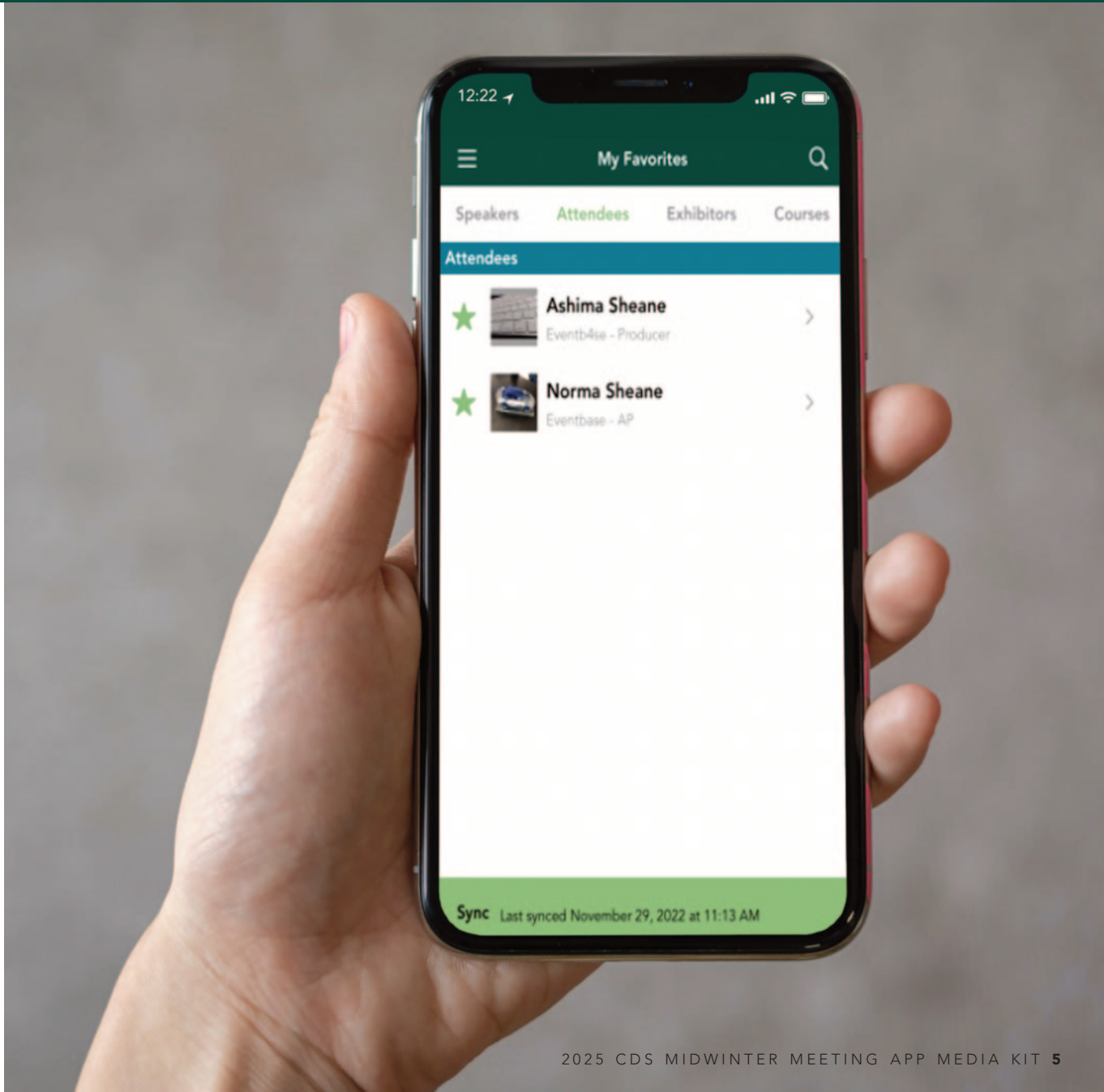
MATERIALS DEADLINE

Feb. 3, 2025

INVESTMENT

Limit: Up to 4.

Rate: \$4,805 each



RICH PUSH NOTIFICATIONS

DESCRIPTION

Each message will be delivered to all those who opt in to receive notifications. Each message can contain, but not limited to:

- A sponsor logo
- A standard, text-based message
- A link to exhibitor's profile within the app
- An offline information page
- An email action
- Online content outside the app (note that connectivity is required)

All messages will be stored within the app's inbox, with a button to denote the number of unread messages.

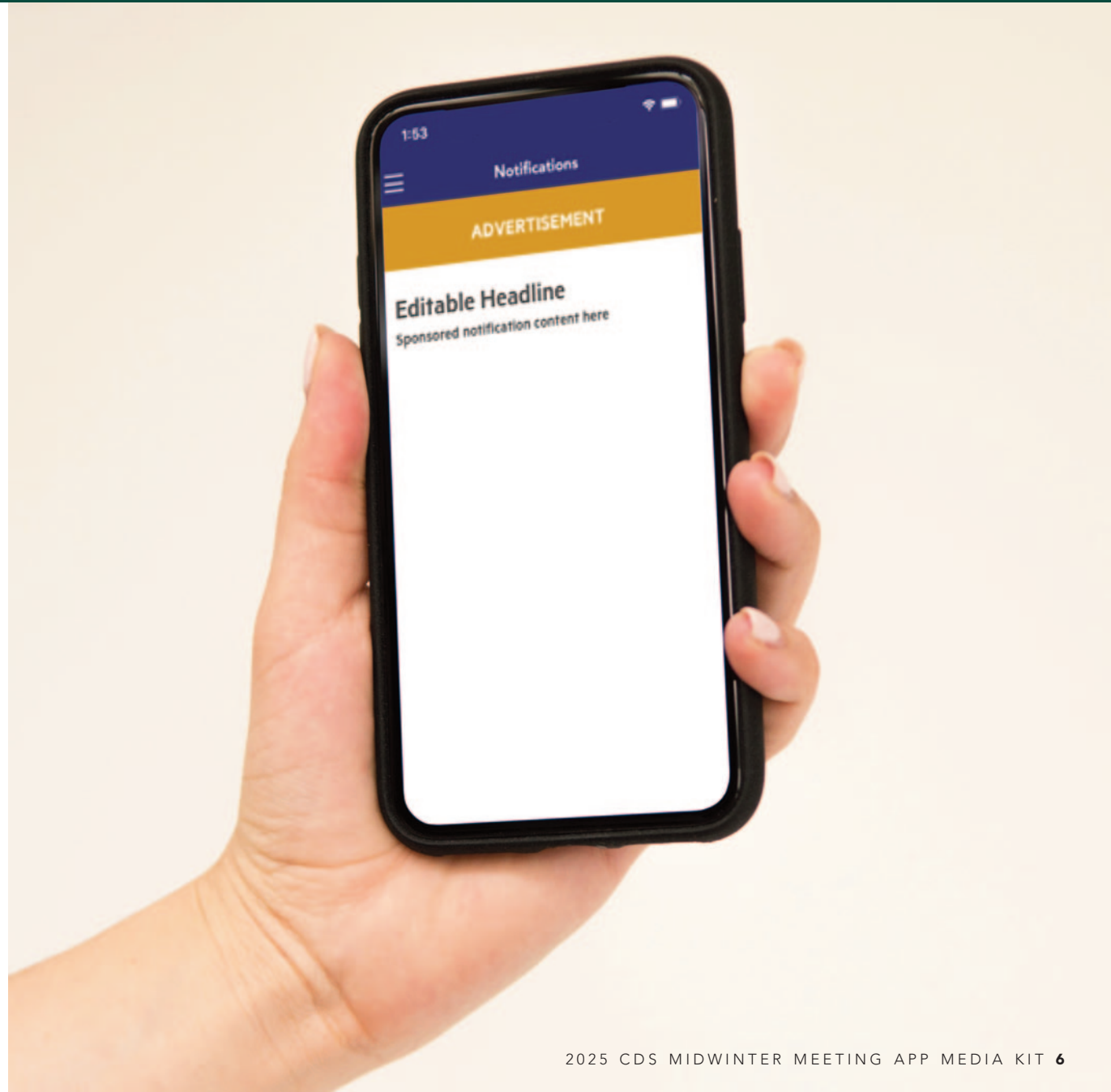
MATERIALS DEADLINE

Two weeks prior to deployment.

INVESTMENT

Limit: Notifications deploy first thing in the morning, mid-morning, mid-day, and mid-afternoon.

Rate: \$5,620 per message



CONTENT SUBMISSION SPECIFICATIONS

INTERSTITIAL PAGE:

COLOR SPACE: RGB

FORMAT: PNG or JPG

DIMENSIONS: 640 x 960 pixels, 1242 x 2208 pixels, 2048 x 1536 pixels

INLINE SCHEDULE PLACEMENTS:

COLOR SPACE: RGB

FORMAT: PNG or JPG

MAX FILE SIZE: 500 KB

DIMENSIONS: 1125 x 540 pixels

DISCOVER PAGE TILE:

COLOR SPACE: RGB

FORMAT: PNG or JPG

DIMENSIONS: 1095 x 540 pixels

BANNER ADS & LISTINGS:

COLOR SPACE: RGB

FORMAT: PNG or JPG

MAX FILE SIZE: 1 MB

DIMENSIONS: 960 x 225 pixels

RICH PUSH NOTIFICATIONS:

LENGTH: No limit to the number of characters

FORMAT: Logo provided in JPG or PNG with image URL, copy point in plain text file format

Actions can include deep links to webpages, contact prompts (opening an email) or redirect to exhibitor details page in the app.

HOW TO SUBMIT AD MATERIALS:

Please direct all content submissions in a zip file to:

Rachel Schafer

CDS Director of Marketing and Communications
rschafer@cds.org

THANK YOU FOR CONSIDERING ADVERTISING WITH THE CHICAGO DENTAL SOCIETY'S 2025 MIDWINTER MEETING.

Please contact us at any time with questions, concerns, or feedback.

adinfo.cds@foxrep.com

FOX-CHICAGO

P: 800.440.0231 or 312.644.3888 • F: 312.644.8718
116 W. Kinzie St., Chicago, IL 60654

FOX-NEW YORK

P: 212.725.2106 • F: 212.779.1928
347 Fifth Ave., Suite 706-B, New York, NY 10016

FOX-LOS ANGELES

P: 805.522.0501 • F: 312.644.8718
5345 Cochran St. #203, Simi Valley, CA 93063
1561 Mesa Drive #26, Newport Beach, CA 92660

FOX-DETROIT

P: 248.626.0511 • F: 248.626.0512
6765 Woodbank Dr., Bloomfield Hills, MI 48301

